



Comparative Mapping of General Enterprising Tendencies between Handloom Weavers in Tamil Nadu and Mizoram

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Abstract

The study is a comparative evaluation of 210 Tamil Nadu weavers and 610 Mizoram weavers. The Tamil Nadu descriptive statistics are taken from a study made by Jayapriya R. et al. (2019) at Coimbatore and Erode districts while Mizoram weavers are primary information gathered from Thenzawl, Serchhip districts. It was found that both states score at a medium level, yet the average scores obtained by these two states are significantly different.

Keywords: *Enterprising, Tendency Handloom, Weavers.*

Introduction

The Indian weaving industry is one of the most significant economic activities, second only to agriculture. It has had enormous growth and a never-ending demand all over the years. However, despite the considerable contribution of the weavers to the economy, their standard of living is poor. This study aimed to examine the entrepreneurial qualities of sample handloom weavers in Western districts of Tamil Nadu and the Serchhip district of Mizoram using the general enterprising tendency (GET) test, which would help diagnose their business development capabilities. The rationale for selecting these districts for the study is their eminence as handloom hotspots in these two states. The Erode Shandy (derived from *santhai* or weekly market) has been the hub of the textile industry for Tamil Nadu. With numerous handloom units within a 60-km radius of Erode - which employ nearly two lakh people - in place, the importance of handloom is most prominent¹. Also, the Coimbatore district has 24,000 handloom weavers in nearly 20 handloom clusters. The district which is known for its cotton saris now has about 60 per cent weavers making silk and kora saris (Preetha, 2016). Thenzawl is an important hub of the traditional Mizo handloom industry, producing rich and colourful varieties of Mizo traditional textiles and is often referred to as 'Handloom City'. According to the 2017 report reflected by Serchhip District Deputy Commissioner, Govt. of Mizoram, there are 1847 weavers with 1758 looms running and an

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approximate profit of Rs. 162,05,040 was realized and shared by these weavers in the year of the reportⁱⁱ.

Enterprising Tendencies and Handloom Weavers

Caird (1993) recognised decisive quandaries in the psychological experiment of entrepreneurs that relate to varying definitions of the entrepreneur, numerous entrepreneurial characteristics, uncertainty about the significance of entrepreneurial traits, and lack of rigour in test development. However, she also highlighted that a well-validated test showed many personality characteristics, which could be correlated with aspects of small firms and business owner-managers. These entrepreneurial characteristics are what the present study attempts to map enterprising tendencies. An enterprising tendency may be defined as the psychological characteristics of starting and operating an enterprise. It is believed that the numerous enterprising people set up outlines more often, set up more innovative schemes, and are more growth-oriented, meaning they must be opportunistic and good at employing means, including individual, technological, material, and organisational resources. These tendencies are important to be mapped as entrepreneurship inquiry has identified some features that motivate entrepreneurial performance (Mueller & Thomas 2001).

Ministry of Textiles, GoI, in its 2016-17 report noted that India is a leading proponent of handloom products in the world's economy. It may be inferred that there is a capacity for weavers' products in the market in the future to be sustainable as a livelihood. Likewise, many experienced weavers have a viable business because of market linkage developed by Government endeavours and the extension efforts. Moreover, numbers of expert weavers across the handloom clusters in India are into enterprise building. Due to their enterprise skill and activity, they have created 70-80 % of jobs for the livelihood of weavers (Baghavatula, 2010). Further, some studies reveal that the existence of the weavers is primarily dependent upon master weavers or skilled weavers in their respective clusters. A study by Tarai (2020) reveals that several skilled and semi-skilled weavers voiced to develop themselves as entrepreneurs for a better credit system, trend forecasting at the local level, technological upgradation, regular quality training, feeling of ownership of stakeholders, and incubation centre, etc. if these could be taken care of with the help of competent authorities, private-entity companies, and NGOs. In their study, Goswami and Jain (2014) found that wanting a proper business strategy in the handloom sector would result in practical acquirement of raw materials, product management & promotions, even though both handloom and handicraft sectors provide a low-cost and eco-friendly livelihood to scores of families. Bortamuly et al. (2015) analyzed that adoption of technologies was poor among both female and male and rural and urban handloom weavers. The analysis unveiled that work experience in the weaving industry impacted the entrepreneurial behaviour of women, and the level of education had a significant role in entrepreneurship development in rural areas. John and Kamini (2015) revealed that the traditional weavers had the only medium risk-taking ability due to low earnings and lack of self-sufficient income. Lack of training and inspiration resulted in poor management orientation skills and a medium self-confidence level among the weavers. On the lighter side, some studies demonstrate master artisans having more than 30 years of experience gain business skills and consequently developed a better understanding of

the market, leading to the success of their clusters and the development of entrepreneurial skills (Kumudha & Rizwana, 2012). Also, good business examples like FabIndia, Anokhi whop, and Go-coop - all Indian based companies that have created a niche market for themselves, are significantly dependent on the handloom sector. Similarly, such brands of international repute as Patagonia, people tree, Honest by and Mud jeans, etc are procuring sustainable products from the handloom clusters (Tarun, 2016). These studies, on both dimensions, may be instrumental in demonstrating the connections between enterprising tendency and handloom weavers to bring about areas needed for the development of entrepreneurs and enterprises in this sector.

Research Methodology

A total of 120 handloom weavers were selected from the western zone of Tamil Nadu of which 60 sample respondents each were selected from the Coimbatore and Erode districts respectively by Jayapriya et al. (2019). Their findings were matched with their data from 610 handloom weavers from Thenzawl, Serchhip District.

The instrument used in both States is the General Enterprising Tendency Test (GETT), which was developed in 1988 at Durham University Business School. It has generated a lot of interest amongst academics, working internationally in the areas of entrepreneurship and innovation and recent years, it has generated interest amongst educationists and researchers working in higher educational institutions and universities, as well as development consultancies, for its potential as both an educational and research toolⁱⁱⁱ. GET test is a self-assessment test that asks respondents to choose if they agree or disagree with statements scheduled to determine various facets of their enterprising tendencies. These are characterized by experimenting with whether they are positively motivated, whether they have an increased need for achievement, whether they have an augmented demand for autonomy, whether they have a creative tendency, whether they can handle estimated risks, and whether they have an internal locus of control.

There are 54 statements in this test, where positive and negative comments are orderly scattered, and respondents have to choose either 'Agree' or 'Disagree' for each statement. It is essential to realize that there are no "right or wrong" answers in this test.

In the present study, the one-sample t-test is employed to come by conjunctional mapping of getting. The process uses the arithmetic mean of the secondary source (Tamil Nadu weavers scores in this case) and compares it with the primary source (Mizoram weavers scores in this case) taking into consideration the degree of dispersion of scores from the mean (standard deviation). Mathematically, the formula for one sample t-test is represented as $T = (\bar{X} - \mu) / S/\sqrt{n}$, where, \bar{X} is the sample mean, μ is the hypothesized population mean, S is the standard deviation of the sample and n is the number of observations in the sample^{iv}.

Mapping Enterprising Tendencies of Tamil Nadu and Mizoram Weavers

Need for Achievement

Finogenow (2017) defined the need for achievement as the urge to obtain superior outcomes by setting high ideals and aiming to achieve them. It is a constant concern with doing something competently. The following table demonstrates how well these weavers fare in need of achievement.

Table 1: Scoring on Need for Achievement

		Tamil Nadu		Mizoram	
		Number	Per cent	Number	Per cent
Score trimesters	Low Score	33	28	343	56
	Medium Score	76	63	221	36
	High Score	11	9	46	8

It may be observed that weavers from both states score significantly low on Need for Achievement with 9% and 8% in the high trimester, but then again, Mizoram weavers are shown to be more clustered in the low trimester than their Tamil Nadu counterparts. This reflects statistically in the one-sample test as shown in Table 2.

Table 2: One sample test on Need for Achievement

t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
-11.950	609	.000	-.818	-.95	-.68

The above table shows a significant difference between Tamil Nadu and Mizoram weavers in the weight of their scores on Need for Achievement, even though their trend appears to be unidirectional as mentioned already. A negative t-value depicts Tamil Nadu scores higher than Mizoram weavers (Mizoram taken as 1st group and Tamil Nadu as 2nd group).

Need for Autonomy

Entrepreneurial autonomy is the freeing of a person to decide the functional actions of the enterprise regarding what assignment is done when it is done and how it is done. The autonomy-motivated entrepreneurs must endeavour to achieve and sustain independence. The extent to which entrepreneurs experience independence could vary over time (Van Gelderen 2016). Table 3 indicates the scores of both states on their Need for Autonomy.

Table 3: Scoring on Need for Autonomy

		Tamil Nadu		Mizoram	
		Number	Per cent	Number	Per cent
Score trimesters	Low Score	76	63	228	37
	Medium Score	35	29	192	32
	High Score	9	8	190	31

Interestingly, the Mizoram weavers indicate a higher need for autonomy than Tamil Nadu weavers. Though *tertium quid*, culture may play a significant role in this dimension. Mizoram weavers depict a rather even distribution in all three trimesters, while Tamil Nadu weavers are sharply skewed towards the low trimester. Again, this difference may be demonstrated quantitatively as follows –

Table 4: One sample test on Need for Autonomy

t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
20.339	609	.000	.938	.85	1.03

Since $p < 0.05$, it may be proposed that there is a significant difference between weavers of the two states in the Need for Autonomy and the positive t-value signifies Mizoram fares better than Tamil Nadu in this regard.

Creative Tendency

Creativity is defined as the trend to develop or identify ideas, choices, or prospects that may be useful in solving concerns. To be creative, people need to be able to view diverse and new shapes (Pyune, 2015). It is defined elsewhere as the tendency to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and entertaining ourselves and others (Robert Franken, 1982).

Table 5: Scoring on Creative Tendency

		Tamil Nadu		Mizoram	
		Number	Per cent	Number	Per cent
Score trimesters	Low Score	120	100	467	77
	Medium Score	0	0	137	22
	High Score	0	0	6	1

All Tamil Nadu weaver respondents fall within the low score trimester while Mizoram weavers even though sloping towards low trimester, fare significantly better as medium trimester attributed 22% for the Mizoram responses.

Table 6: One sample test on Creative Tendency

t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
29.592	609	.000	2.136	1.99	2.28

Since the analysis showed a positive t-value and $p = 0.000$, it may be assumed that the creative capacity of the two weaver groups is significantly different and that of the Mizoram state is more creatively inclined.

Risk-taking Ability

Calculated risk-taking is operationally defined as the ability to deal with incomplete information and act on a risky option, that requires skill, to actualize challenging but realistic goals (Carosa, 2020). Entrepreneurs must encounter numerous challenges in their initiative/business. There should likely be several chances to approach a situation if there is a crisis. Each key has its own set of advantages and disadvantages, and the entrepreneur must figure out which is going to help the enterprise the most (Adams, 2016).

Table 7: Scoring on Risk-taking Ability

		Tamil Nadu		Mizoram	
		Number	Per cent	Number	Per cent
Score trimesters	Low Score	99	82	476	78
	Medium Score	21	18	131	21.5
	High Score	0	0	3	.5

Table 7 depicts a similar trend of scores in both Tamil Nadu and Mizoram camps. However, the spread of responses significantly differs which may be shown statistically below.

Table 8: One sample test on Risk-taking Ability

t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
-9.214	609	.000	-.598	-.73	-.47

It is interesting to note that the average scores of Mizoram weavers are significantly lower than those of Tamil Nadu weavers ($p=0.00$, $t= -9.214$) even though Mizoram weavers appear to do better when compared categorically.

Internal Locus of Control

Internal locus of control is the belief that circumstances in one's life, whether good or bad, are caused by controllable elements such as one's perspective, trial, and measure (Grinnell, 2018). This signifies that they confidently strive to exercise dominion over life, tauten on internal resources and consider that it is down to them if they thrive through their exertions and hard work.

Table 9: Scoring on Internal Locus of Control

		Tamil Nadu		Mizoram	
		Number	Per cent	Number	Per cent
Score trimesters	Low Score	24	20	218	36
	Medium Score	95	79	367	60
	High Score	1	1	25	4

Table 9 denotes a sizable deposit of responses in the medium score trimester for both states and both states score quite low in the high trimester. Taking the average scores of both Tamil Nadu and Mizoram weavers, there seems to be no significant difference between the two groups regarding their scores in the internal locus of control.

Table 10: One sample test on Internal Locus of Control

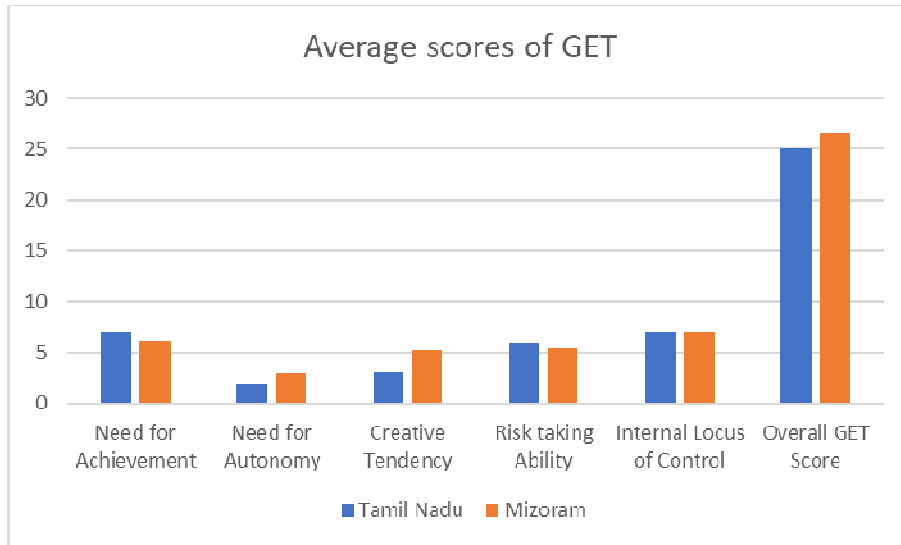
t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
-.696	609	.487	-.046	-.18	.08

Even though Tamil Nadu weavers fare marginally better than Mizoram weavers in this aspect (mean difference = $-.046$), the difference is not significant as $p > .05$. Thus, it may be established that there is no significant difference between Mizoram and Tamil Nadu weavers.

Findings and Conclusions

The present study is presented in conjunction among weavers of Tamil Nadu and Mizoram with a modest attempt to compare and contrast respondents representing these two states. The following exhibit demonstrates the side-by-side average scores of Tamil Nadu and Mizoram respondents.

Exhibit 1



As established by the test standards, the maximum score representing GET is 54. Scores between 44-54 are considered very enterprising. Scores between 27-43 as medium enterprising. 0-26 are considered low enterprising. The Tamil Nadu weavers (N=120) scored an average of 25 and Mizoram weavers (N=610) scored 27. Thus, as per standard, weavers from the two states may be classed as *medium enterprising*. However, mean scores between the states arrived at a significant difference ($t=8.107$, $p=0.000$) showing a statistical difference in the average overall GET scores where Mizoram offers a small (i.e., $2/54$) but

significantly higher GET score. This may also be observed at individual tendency levels where all, save internal locus of control brought significant differences between the two states.

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ⁱ Excerpt from <https://www.indiatoday.in/magazine/economy/story/19910715-erode-becomes-merchants-dream-with-its-cheap-cloth-814572-1991-07-15>

ⁱⁱ This information was obtained from the official website of Serchhip administrative district at <https://serchhip.nic.in/handicraft/> on 21st April 2022

ⁱⁱⁱ Sourced from <http://www.get2test.net/> on 21/4/2022

^{iv} <https://vitalflux.com/one-sample-t-test-formula-examples>